

INTERACTIVE CONTENT GUIDE FOR TELEVISION PROGRAMMING

ABSTRACT OF THE DISCLOSURE

A navigation interface display system generates a navigation element that
5 organizes television programming data in an easy-to-use manner. The navigation
element employs a hierarchical display protocol for a plurality of selection items that
represent the various television programs, channels, and/or networks. The
hierarchical display scheme displays a limited number of active selection items at a
first magnification level and additional active selection items at a second
10 magnification level. In addition, the selection items are displayed on distinctive areas
or features of the navigation element, where such features represent different content
genres or categories. Subcategories can also be displayed in a hierarchical manner,
thus providing additional information related to the content as the magnification level
of the navigation element changes.